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Visit Omaha Announces Sales Team Promotions

OMAHA, NE. Sept. 13, 2021 – Visit Omaha, the official tourism authority for the City of Omaha and Douglas County, has reorganized the senior level management team of its convention sales team. Cathy Keller, vice president of convention sales and services for Visit Omaha, announced the promotions of Mattie Scheeter and Matt Heck and a new position for Mark Rath.

"The accomplishments of our sales team, especially during a pandemic, shows their extraordinary resilience and value to Omaha's tourism industry and the city itself," said Visit Omaha Executive Director Deborah Ward. "Mark, Mattie and Matt have leveraged their individual expertise to bring more visitors to Omaha and improve business opportunities for our community."

A 30-year veteran of the tourism and hospitality industry, **Mark Rath** will now serve as the director of sports. Rath started his career at Visit Omaha as a national sales manager in 1997. A leader in sports sales and well respected on a national level, Rath was promoted to director of sales in 2016 and continued to work in the sports market along with overseeing the sales team. This new position comes as a result of Rath's exemplary work during the pandemic. His efforts resulted in \$124 million worth of sporting event business for the city. Rath is a certified sports event executive.

With 12 years of experience in the tourism and hospitality industry, **Mattie Scheeter** has been named director of sales for Visit Omaha. Since 2017, Scheeter has served as a national sales manager for the organization and was honored by Connect with a 40 Under 40 award. Prior to Omaha, she led sales efforts for Experience Sioux Falls and was a recipient of Destinations International's 30 Under 30 program. A certified meeting planner, Scheeter is a member of PCMA, ASAE, MPI and the Association Forum.

Matt Heck has been named senior sales manager for Visit Omaha. With more than 15 years in the hospitality industry, Heck joined the organization in 2015 as a national sales manager. Prior to Visit Omaha, he spent eight years with Marriott International and was promoted to a sales executive position. There, Heck was recognized as a top performer in sales each year and honored as a Chairman's Circle recipient. He is a member of PCMA, ASAE and the CVB Reps in Washington, D.C.

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